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03038800

**USA Global Link Brings Interactivity to Internet**

Shopping; New Instant Call Button Voice-Enables Web Sites

BUSINESS WIRE

October 07, 1998

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 797

FAIRFIELD, Iowa--(BUSINESS WIRE)--Oct. 7, 1998-- Companies selling products or services over the Internet now have an additional, powerful tool to increase sales. Instant Call(SM) from USA Global Link creates a voice connection, over standard phone lines, between a Web-browsing customer and a company representative. This simple add-in button generates a personal interaction between the company and a prospect, helping to convert browsers into buyers. By bridging the gap between the information-curious Internet user and technologically-savvy businesspeople, Instant Call truly is the link missing from most e-commerce transactions. When an interested Web shopper encounters an Instant Call button on a Web site, they merely click on it, initiating a pop-up menu. This menu asks the user for the phone number of their choice, and a time for the call back, ranging from immediately to several hours. In this manner, the shopper controls the timing of the return call, instead of having to dial an 800 number and wait for a reply--and no special software is needed. It even allows people to defer the return call to a time when they are off-line and the phone is available, so they can continue browsing without immediate interruption. Companies will benefit from the easy to install Instant Call button, an icon provided by USA Global Link, which appears on their Web page. No additional hardware, software or extra phone lines are needed for a business to start using this new service. "Any business that can benefit from talking to customers will benefit from Instant Call," said Marc Freeman, Vice President of Sales and Marketing for USA Global Link. "Many customers aren't comfortable sending credit card numbers over the Internet, but they are used to doing it over a phone. This helps explain why industry experts estimate that although half of the Internet surfers shop on the Web, only 16% actually buy online." Especially important to businesses is Instant Call's detailed report for call-back requests, which provides a gold-mine of qualified customer lead information, as well as a status report on each request. This service dramatically increases the sales potential of any Web site. It easily connects a customer with the right person or department, providing critical information via a phone call just when the customer needs it, or when they are ready to buy. It recreates the friendly, pro-sales environment of a customer browsing through a catalog and ordering from a sales person. For more information on Instant Call, call 1-888-546-5327 or visit [www.instantcall.com](http://www.instantcall.com). About USA Global Link Through its worldwide network of approximately 4,750 sales representatives, USA Global Link, Inc., a privately -held company, has pioneered the provision of innovative telecommunications and Web-based e-commerce services to customers in more than 170 countries and territories. Since 1992, USA Global Link, Inc., has been one of the leaders in alternative, innovative global telecommunications strategies, including: international callback, deeply-discounted international long-distance, Global 800SM toll-free numbers, phone-to-phone Internet telephony and wholesale carrier's carrier least-cost routing Global RefileSM services. USA Global Link also offers full-featured corporate travel and prepaid calling card

programs. With its Global ITSPSM (Internet telephony service provider) program, an Internet telephony turn-key solution for ISPs and carriers, and new Instant Call(SM) button service, a Web-based e-commerce tool, the company has secured a leading position in the Internet/telephony integration services arena. First launched in March 1997, USA Global Link's Global InterNetwork(SM) is the world's first international, facilities-based communications network based on Internet Protocol (IP) technology. When this ubiquitous multi-billion dollar high-speed fiber-optic and wireless network is fully deployed, practically every major city in the world with a population in excess of 500,000, will host a Global MetroPoP(SM) switch, delivering cost-efficient data, voice, fax, video, and broadband multimedia services. The company has partnered with 3Com Corporation and Siemens Telecom Networks to meet the advanced technology demands of the Global InterNetwork deployment. USA Global Link, Inc., has been a prominent player in introducing increasing competition into the international telecommunications marketplace through its active membership in the International Telecommunication Union (ITU) in Geneva, Switzerland, and the U.S. Department of State's International Telecommunication Advisory Committee (ITAC). The company is a founding member of the Voice on the Net Coalition (VON Coalition), and the European Competitive Telecommunications Association (ECTA), in which it holds a board seat. USA Global Link, Inc. is headquartered in Fairfield, Iowa, with its network operations center (NOC) in Denver, Colo., USA. Global InterNetwork, Global Refile, Instant Call Button, Global MetroPoP, Global ITSP and Global 800 are registered service marks of USA Global Link, Inc. All other product or service marks mentioned herein are those of their respective owners. All rights reserved. CONTACT: EDITORIAL CONTACTS Michael Moore Product Manager USA Global Link 515/472-1550 mmoore@usagl.com or Dennis Collins Tech Image, Ltd. 847/705-0040 x227 dennis.collins@techimage.com or VISIT BOOTH No. S7165 COMDEX--Las Vegas 11:11 EDT OCTOBER 7, 1998

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**Lucent Technologies and Netscape Team to Deliver**

Lucent ECommerce Solutions; Offers **Combine Consulting**  
Services, Software and Network Security for Net Economy

BUSINESS WIRE

September 23, 1998

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 868

MURRAY HILL, N.J. & MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--Sept. 23, 1998--Lucent Technologies and Netscape Communications Corporation (NASDAQ: NSCP) today announced an agreement to deliver Lucent ECommerce Solutions, a comprehensive portfolio of consulting services, software and network security products for conducting electronic commerce. Capitalizing on Lucent's expertise in building and operating communications networks and Netscape's Internet experience, the two companies are delivering a portfolio of solutions that will enable Lucent customers to take advantage of the emerging "Net Economy" being driven by Internet-based commerce applications and services. A key piece of Lucent's ECommerce Solutions is a multi-year, cooperative agreement in which Netscape will license to Lucent the Netscape(R) CommerceXpert suite of Internet commerce applications and Netscape(R) Application Server software. The agreement also calls for the companies to jointly market, sell and support Lucent's ECommerce Solutions to communications service providers and large enterprise customers. "Increasingly, service providers are viewing electronic commerce as a competitive advantage that can streamline costs, improve customer relationships, provide new value-added services and grow their business," said Duane Elmquist, vice president, Lucent Internet Software Group. "By leveraging Netscape's electronic commerce expertise and our knowledge of the business processes and networks used by service providers and enterprises, Lucent is uniquely positioned to help our customers aggressively meet those goals." "The combination of Netscape's proven Internet commerce software with Lucent's consulting services, security products and experience building large, complex networks positions Lucent to offer all the pieces for creating complete electronic commerce solutions," said Steve Savignano, senior vice president and general manager of the Applications Product Division at Netscape. "Now customers can get everything from the initial analysis of their business processes to the final system installation and on-going support from a single source." The strength of Lucent's ECommerce Solutions comes from the wide range of options available to customers through its portfolio, which will be available in both standard and customized solutions to address each customer's specific business and technology requirements. Lucent's ECommerce Solutions portfolio consists of three components: \* --Lucent Professional Services - offering all the business process consulting, integration and operations services necessary to provide businesses with beginning-to-end project management. --Netscape Software - Netscape's CommerceXpert suite of electronic commerce applications and Netscape Application Server for developing and deploying business-to-business and business-to-consumer electronic commerce solutions as Internet services. The software is scalable and reliable and easily integrates with legacy systems. --Lucent Security Products - network security, a critical component in enabling companies to communicate and conduct business over the Internet, is provided by the Lucent Managed Firewall, which features a

distributed architecture, security zones and centralized management. It can also be upgraded to deliver standards-compliant virtual private networking (VPN) capabilities. There will initially be three Lucent ECommerce Solutions targeted to immediate customer needs. Internet Procurement Solutions to convert paper-intensive processes into online transactions; Self-Service Solutions to give customers the ability to personalize services on a business' Web site; and Business Trading Solutions to help service providers and enterprises generate additional revenue by hosting online trading communities. To continually evolve the Lucent ECommerce Solutions, Lucent plans to integrate other Lucent products and services into the portfolio. The first addition will be Lucent's Internet Call Center, which enables a business to put a "talk to me" button on its Web site so customers with a multimedia PC can speak with a customer care agent while browsing a business' Web site without needing a second phone line. Lucent ECommerce Solutions are generally available now and are backed by Lucent's after-sale support, including around-the-clock coverage with respond, resolve and restore service. For further information about Lucent's ECommerce Solutions, customers can call 888-552-2544, send e-mail to [inquiries@lucent.com](mailto:inquiries@lucent.com) or visit the Lucent ECommerce Solutions Web site at <http://www.lucent.com/ecommerce>. Netscape Communications Corporation is a leading provider of software and services for businesses that want to transform the way they create and keep customers in the emerging Net Economy. The company offers a full line of enterprise software solutions, professional services, and a leading Internet portal to help companies build, buy or outsource Internet applications that drive revenue growth, build customer loyalty, and create new levels of business efficiency. Traded on NASDAQ under the symbol NSCP, Netscape Communications Corporation is based in Mountain View, Calif. Lucent Technologies, headquartered in Murray Hill, N.J., designs, builds and delivers a wide range of public and private networks, communications systems and software, data networking systems, business telephone systems and microelectronics components. Bell Labs is the research and development arm for the company. For more information on Lucent, visit the company's web site at <http://www.lucent.com>. Netscape, Netscape Navigator, Netscape Certificate Server, Netscape FastTrack Server, Netscape ONE, SuiteSpot and the Netscape N and Ship's Wheel logos are registered trademarks of Netscape Communications Corporation in the United States and other countries. Other Netscape logos, product names, and service names are also trademarks of Netscape Communications Corporation, which may be registered in other countries. Additional information about Netscape Communications Corporation is available on the Internet at <http://home.netscape.com>, by sending email to [info@netscape.com](mailto:info@netscape.com) or by calling 650/937-2555 for corporations or 650/937-3777 for individuals. CONTACT: Lucent Technologies, Murray Hill Doug Broad, 908/559-7520 (office) 800/203-5058 (pager) or Mary Ward, 908/582-7658 (office) 732/424-0215 (home) or Netscape Communications Patti Pierson, 650/937-4515 (office) [pierson@netscape.com](mailto:pierson@netscape.com) 08:20 EDT SEPTEMBER 23, 1998

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COMPANY NAMES: Lucent Technologies Inc  
DESCRIPTORS: New Products & Services; Equities Market  
COUNTRY NAMES/CODES: United States of America)  
REGIONS: North America  
PROVINCE/STATE: New Jersey  
SIC CODES/DESCRIPTIONS: 3660 ( Communications Equipment); 4810 ( Telephone Communications); 7375 ( Information Retrieval Services); 2700 ( Printing & Publishing); 7372 ( Prepackaged Software)

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01237185 (THIS IS THE FULLTEXT)

**TriNet's "Help Me, I'm Stuck" Internet Voice Button**

Service Pushes Web Pages to Online Users

BUSINESS WIRE

March 25, 1998 14:50

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WORD COUNT: 528

RESEARCH TRIANGLE PARK, N.C./INTERNET COMMERCE EXPO --(BUSINESS WIRE)--March 25, 1998--

Internet Voice Button Service turbocharges e-commerce

The Internet Voice Button Service, which initiates a voice connection over standard phone lines to a business with the click of a button on a web site, is now taking this one-on-one dialogue to the next level. Customer service representatives can now push web pages directly to the screens of online users thanks to enhancements to the service announced today by TriNet Services. The Internet Voice Button, developed by Nortel (Northern Telecom), is being offered as a service by TriNet. Through this service, a user clicks an Internet Voice Button on a Web page and it notifies a customer representative at the business that a call has come in. The Internet Voice Button Service then asks if he or she would like to accept the call. The representative clicks "yes" and it puts the call through and indicates where the caller is on the Web site. Over the course of the call the representative can push URLs directly to the screen of the caller and at the same time allow the caller to push URLs back. "This service opens a voice dialogue in conjunction with an online dialogue to help a user quickly and effectively without losing the context and richness of the web environment," says Frank Taylor, CEO of TriNet Services, an Internet Professional Services firm. "The integration of normal telephony with the Web will have far-reaching results for e-commerce. "Despite all of its huge growth projections, e-commerce is still only reaching a fraction of its potential," Taylor continues. "The simple fact is that web sites are not always intuitive to the average user who sometimes needs an extra "push" in the right direction. Online buyers often get stuck in the process. The Internet Voice Button Service provides an immediate recourse to customers and keeps them from simply bailing out in frustration." In essence, the service gives online users a "help me, I'm stuck" button. Whether it's a "help I'm lost; I don't know what size disk drive to ask for; I don't know what other people are buying; or help me, I don't want to give my credit card over the Internet." Users can click on the button and talk to a customer representative over a second phone line or a commonly available "Voice-over-IP application" that carries phone calls over the Internet. The Internet Voice Button passes information from a Web user to a business via special software residing on the Internet Service Provider's server. First-time users of the Internet Voice Button complete a simple screen collecting such information as whether they prefer to use a second phone line or Voice-over-IP. The Internet Voice Button will then initiate a call to the business using the method selected. For businesses, the Internet Voice Button features the ability to add announcements that are played to customers when calls are received, and ring multiple numbers simultaneously so that anyone in a business group can answer. In addition, the Internet Voice Button Service simplifies lead tracking by notifying the business of who is calling and from which web page. To use Internet Voice Button, consumers need Internet access, a Web browser (Netscape 3.0, Microsoft

Internet Explorer 3.0 or later), a second phone line, or a multimedia personal computer with Voice-over-IP software such as Microsoft NetMeeting. TriNet Services is a strategic consulting firm that leverages and applies Internet technologies to solve today's complex and constantly evolving business challenges. The company offers an unmatched depth of expertise and breadth of services - from providing specific technical solutions, to building extensive Web sites and intranets, and robust I-commerce and security solutions. TriNet is leading the new breed of companies that take a business-solutions approach by combining sophisticated business acumen with the leading edge technical expertise of specialty shops. TriNet has a solid track record, having handled very complex multi-national solutions for blue chip clients such as Nortel, Pfizer, Bayer, First Union, and Nationwide Insurance. More information on TriNet is available at [http:](http://)

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COMPANY NAMES: Northern Telecom Limited; BCE Inc  
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REGIONS: North America  
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SIC CODES/DESCRIPTIONS: 3660 (Communications Equipment); 4810 (Telephone Communications)

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11356917      SUPPLIER NUMBER: 55804579      (THIS IS THE FULL TEXT)  
**e-Rip Van Winkle** and the 60-second nap.(integration  
of call center with World Wide Web)  
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August, 1999  
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TEXT:

One of the most promising technologies yet for the call center is integration with the Web. According to Bob Weinberger, vice president of marketing at WebLine Communications Corp. ([www.webline.com](http://www.webline.com)), "Buyers and sellers of all product types are increasingly using the Web to engage in real-time commerce. The companies that will thrive will be the ones that use the Net to extend personal contacts with their customers. As this trend continues, the challenge many businesses face is determining optimal strategies for integrating the Web with traditional sales, service and support operations. The bottom line is that companies are experiencing significant results today by integrating the personal value of human interaction in their call centers with the information value of the Web. There is no magic formula that dictates which method of communication is the right one. The fact is, businesses need to be prepared to interact with their customers in the manner that best suits each customer - whether it be via telephone calls, e-mail, voice over IP calls, interactive Web sessions, network faxes, etc. And to do so in an environment that delivers a unified channel to customers for all their sales, service and support needs. Companies that recognize this imperative are winning in the online world."

There are myriad ways of connecting users to your "contact center" besides using the telephone. I'll list them in order of increasing importance (at least in my opinion). Web chat is a technology that is currently the lowest common denominator . . . whether or not you have a second line or a telephone, you can always chat live with an agent if the Web site you're surfing supports it. I, for one, think chat is a great medium for communicating with my friends and relatives and I use AOL Instant Messenger for this purpose at times. Chat's inability to transfer the emotions of speech (even with emoticons) is the biggest downside of this technology as a viable solution for long-term Web and contact center integration.

The next way of integrating a Web suffer and your contact center is with a Web callback button. This makes sense when a customer surfing your site doesn't have a multimedia computer and can't use Internet telephony to communicate with your agents. Or, perhaps, the Web suffer has a multimedia computer, but he or she is using it in an office setting, and doesn't want the agent's voice broadcast through the speakers. Finally, many firewalls don't allow H.323 (the latest Internet telephony standard) calls to penetrate the corporate firewall and thus, Internet telephony is not an option. By the way, if you are looking for a firewall that is H.323 friendly, I understand Check Point FireWall-1 v4.0 ([www.checkpoint.com](http://www.checkpoint.com)) does allow H.323 calls to get through their firewall with minimal difficulty.

Finally, a Web suffer can click on an Internet call button that allows the suffer to connect to a live agent using Internet telephony. This, of course, is the best way for Web suffers to connect to your call

center for a variety of reasons, among them the facts that neither party has to pay for the call and it eliminates the chance for a callback by the contact center to result in a busy signal, no answer or who knows what other type of problem. In addition, the Web suffer may not have a free line to make/receive calls. At some point, we all need to become comfortable hanging telephones off our computers. Either manufacturers will bundle phones with computers (hopefully video cameras, too) or we will have to buy USB phones of our own when the price points become reasonable.

The adoption of all of the above technologies has been a bit slow to date, which is too bad because the more difficult we make it for our customers to do business with us on the Web, the more business our customers will do elsewhere. Of course, amidst Y2K upgrades, Windows 2000 upgrades and a million other issues to deal with we sometimes take for granted that a contact center that is not broken doesn't need fixing. The problem is that we are talking about Internet time here. In other words, what we would think should take five years to happen takes place while we are away on a two-week vacation! Am I exaggerating to make a point? Yes! But not by much. Look at the call center market's evolution. Contact centers, e-commerce, IP telephony, e-mail, multimedia, video call centers . . . where did all of this new stuff come from? Two years ago we barely thought about these issues in the call center. The Internet continues to dazzle us with its unlimited potential to bring us new business, as well as its potential to drown us in a never-ending sea of acronyms and technologies. Rest assured though, there is no escaping the new technology that is being unleashed on our contact centers. Our customers are getting younger and they are all Internet savvy. Do you have kids? Are they more comfortable with the Web than you are? Do you realize that generation Xers are a huge demographic group you'd better target quickly? We all need to stay current and implement the latest technologies into our contact centers before our competitors do.

Barnes & Noble used to be the first name that we all thought of when someone said bookstore. Christie's was the name that used to come to mind first when someone said auction. Merrill Lynch used to be the name that came to mind first when you said stock market. In the last two years, Amazon.com, eBay, and E\*TRADE have come out of nowhere and become category leaders in terms of mindshare. Sure, the former "brick and mortar" counterparts may all be longstanding and profitable businesses, but we know in marketing, mindshare is everything. Who would have thought the former "household-name" companies would have to play catch-up on a new electronic playing field?

Every day, I meet more people that have stopped doing business with companies that don't return e-mail promptly. Speaking of which, kudos go to Hertz Corporation. I left a car-charging adapter for my cell phone in a rental car on my last trip to Miami. Somehow I remembered that the Web address for this location was Miami@hertz.com (it was posted on a wall as I waited for the shuttle bus). Within eight hours of sending an e-mail about my lost phone cord, it was on its way to me. That is what I call awesome customer service! Does your contact center provide this level of service?

As you're exploring various ways of integrating the Web and your contact center, don't forget that in the July 1999 issue of this publication, we ran a roundup of over 70 companies providing such products. Please visit [www.tmcnet.com/articles/ccsmag/0799/0799humanize.htm](http://www.tmcnet.com/articles/ccsmag/0799/0799humanize.htm) to see this list.

Since this roundup, VocalTec ([www.vocaltec.com](http://www.vocaltec.com)) contacted me and informed me they have just completed a major installation of their Surf&Call Center in the commercial premier of Deutsche Telekom's ([www.dtag.de](http://www.dtag.de)) freecall Online, what they believe to be the most extensive Web-to-call center service in the world.

Deutsche Telekom sells this service to companies that would prefer not to deal themselves with the hardware issues inherent in such a Web/call center solution. This extends Deutsche Telekom's existing line of toll-free 800 services, enabling companies to receive 800 calls originating from both traditional telephones and the Web. Two businesses also announced that freecall Online's service is integrated into their e-commerce Web sites.

Of course, as you would imagine, the main customers for this service



are in Germany and I don't speak German. In fact, I have enough trouble just understanding all the new telecom acronyms at industry trade shows! But for what it's worth, this is one of the sites implementing Deutsche Telekom's new service, [www.ProSieben-Club.de](http://www.ProSieben-Club.de). Imagine learning about the latest call center technology and getting a taste of Europe at the same time. Indeed e-commerce knows no geographic bounds!

Whatever your specific needs (service or hardware) and regardless of where your call centers are located (U.S. or internationally), there is really no reason to not be seriously shopping for the next generation of contact-center-enabling technologies such as chat, Web callback and Web call buttons using Internet telephony. Your contact center can't afford to be caught napping in an age of Internet time and global e-commerce, or, like Rip van Winkle, you'll be rubbing your eyes in amazement at all the changes.

For information and subscriptions: call TMC(TM) at 203-852-6800; or fax to 203-853-2845 or 203-838-4070.

RELATED ARTICLE: Live Office of The Future and Enterprise CRM Debut At CTI(TM) EXPO

Last month I wrote about how The Live, Multimedia Blended Call Center was such a huge hit at the last CTI(TM) EXPO in Washington D.C.: it attracted more than 1,000 attendees in just two days. This live demonstration was so successful that we weren't sure we could top it at CTI(TM) EXPO Fall 1999 in Las Vegas, December 7-9. It was readily apparent that attendees at CTI(TM) EXPO were ecstatic to see products in action on the show floor. This was not the typical trade show demo with smoke and mirrors - CellIT and their many partners demonstrated a working call center that made and received thousands of calls in a two-day period over ATM and IP-based packet networks.

We knew we had to bring the Live, Multimedia Blended Call Center back to our next CTI(TM) EXPO in Las Vegas - we had so many requests and the Live Call Center drew so much attention at our last show that we'd be crazy not to repeat it. Besides, by now, you know we at TMC(TM) are never satisfied - and we always promise to provide you with the best trade shows anywhere. I myself have been purchasing products for years as a MIS director, and believe me, I know how difficult it is to select products that meet your needs - for both today and tomorrow. You can only learn so much by researching on the Web and contacting one company at a time amongst the myriad interruptions in a typical office setting. You can never adequately compare products unless you see them together under one roof within a window of a few days. That is why tradeshow like CTI(TM) EXPO are experiencing exponential growth. So we have been racking our brains for over two months, trying to come up with essential attractions that will top CTI(TM) EXPO in D.C. and make it easy for you to select products and technologies that will ensure the future success of your enterprise. CellIT and the engineers of TMC(TM) Labs (the people who bring you the objective and in-depth reviews found in all TMC(TM) publications) helped me come up with the following irresistible attractions that will help anyone concerned with the future success of their organization.

CTI(TM) EXPO, December 7-9 in Las Vegas, NV, will house more live demos than I've seen at any previous trade show, ever! We will showcase a Live Office Of The Future, demonstrating the latest productivity enhancing products such as unified messaging, fax servers, speech recognition, PC-PBXs, SOHO tools, Web and call center integration products and more. The engineers of TMC(TM) Labs are diligently assembling participants for this one-of-a-kind demo as you read this sidebar. This demonstration will provide you an in-depth look at the latest productivity boosting technology for the rest of us - the typical office worker.

But this wasn't enough for us. We love demonstrating how powerful today's technology is in real-world settings as this is the only way to really learn how the next generation of products will actually work for you. Productivity is skyrocketing in America and is driving our economy ever forward. CTI technology turbo charges productivity and we can't wait to demonstrate the latest products to you live, right on the trade show floor.

Besides the Live Office Of The Future and the Live, Multimedia

Blended Call Center, we decided another demo was needed to tie these two disparate areas of the show floor together. Every company exists to serve its customers and, therefore, nothing is more important than providing unmatched customer relationship management or CRM. To that end, we will also showcase a Live Enterprise CRM Demonstration at CTI(TM) EXPO. Another first, the goal of this demonstration is to show how customers in any organization should be handled by a company's CRM software. We will integrate all facets of CRM, such as field sales, customer support, e-business, marketing, front office, field service and more! CTI(TM) EXPO will provide the most complete working demonstration you can ever see under one roof and it will be extremely objective and educational - it has to be. The Live Office Of The Future and the Live CRM Demonstration will be orchestrated by the TMC(TM) Labs engineers, the people who objectively test the products you read about every month in all TMC(TM) publications: C@LL CENTER Solutions(TM), CTI(R) and INTERNET TELEPHONY(R). As always, you can get more information at our newly designed Web site ([www.ctiexpo.com](http://www.ctiexpo.com)) and by registering today on the Web, you will save \$25 off the cost of exhibit hall admission. I hope to see you there.

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INDUSTRY CODES/NAMES: BUSN Any type of business; TELC  
Telecommunications

DESCRIPTORS: World Wide Web--Usage; Telephone answering services--  
Management

PRODUCT/INDUSTRY NAMES: 4811520 (Online Services); 7399510 (Telephone  
Answering Services)

SIC CODES: 4822 Telegraph & other communications; 7389 Business  
services, not elsewhere classified

NAICS CODES: 514191 On-Line Information Services; 561421 Telephone  
Answering Services

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**NetCall Internet Call-Buttons Enhance**

E-Commerce Customer Service and Sales.

PR Newswire, 7431

August 9, 1999

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**TEXT:**

GLOUCESTER, Mass., DENVER and ST. IVES, England, Aug. 6 /PRNewswire/  
-- There is a customer service "crisis" in e-commerce retailing, with over two-thirds of all shopping carts abandoned before check-out (Forrester Research, Cambridge, MA, 1999). The Industry Standard, a publication that covers the Internet industry, tested the top e-commerce sites and found the average wait for e-mail replies was a day and a half. By then, your customer is gone.

Customers need fast service during the sale, especially on the Internet. A powerful new e-commerce tool -- the free Internet telephone "call-back button" displayed on a web page -- is providing the critical link between web shoppers and sellers, and causing web sales to jump in markets from auto sales, to travel reservations, to health insurance.

Offered by NetCall Telecom Inc., world leaders in Internet Controlled Telephony (ICT), NetCall Internet call-buttons are the easiest for e-sellers to implement into to their web pages, requiring no special or proprietary hardware and software, only a few minutes set-up time and no knowledge of HTML or programming code. They are also among the lowest cost, and accessible to businesses of all sizes. NetCall's suggested retail cost is a one-time set up fee of \$249.00, plus \$8.00-\$10.00 per month per call-button, and the cost of calls, which are delivered directly to the e-vendor's offices anywhere in the world, not to call centers or clearing houses.

The real value of Internet call-buttons is in delivering buyers to sellers, at the instant a shopper is browsing a web page, ready to purchase or to ask a question. With a simple mouse-click on the NetCall call-button icon, and the entering of a phone number, e-mail address and preferred call-back time (now, five minutes, one hour, etc.), web shoppers anywhere in the world are instantly linked to the vendor of their choice, free, using ordinary telephones, over the public telephone network. The results are more web sales, better satisfied customers, and more valuable contact and traffic data on Internet customers for vendors.

E-marketers currently using NetCall Internet call-buttons with success are Metaclick ([www.metaclick.com](http://www.metaclick.com)) for on-line inn and hotel reservations, and industry leader World Wide Wheels ([www.worldwidewheels.com](http://www.worldwidewheels.com)) for on-line car sales. In the U.K., BUPA ([www.bupa.com](http://www.bupa.com)), the U.K.'s leading health care organization, has seen a dramatic increase in prospect closing rates on health insurance policy sales from NetCall-initiated inquiries.

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COMPANY NAMES: NetCall Telecom Inc.

INDUSTRY CODES/NAMES: BUS Business, General; BUSN Any type of business

GEOGRAPHIC CODES/NAMES: 1USA United States

FILE SEGMENT: NW File 649

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DIALOG(R)File 148:Gale Group Trade & Industry DB  
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11193403 SUPPLIER NUMBER: 55184853 (THIS IS THE FULL TEXT)

**Connecting to On-Line Car Shoppers: Auto**

Sellers Use NetCall Internet Call-Button Technology To Turn "Clicks" into Interactive Sales.

PR Newswire, 4089

July 19, 1999

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 779 LINE COUNT: 00065

TEXT:

Leader World Wide Wheels is First Internet Car Buying Service to Offer It

GLOUCESTER, Mass. and CHICAGO, July 19 /PRNewswire/ -- Buying and selling cars on the Internet has just got a whole lot easier with the addition of innovative website "call-button" technology from NetCall Telecom Inc., now available on the web sites of several on-line auto dealers, including one of the industry's major players in Internet car sales, World Wide Wheels of Chicago, Illinois ([www.worldwidewheels.com](http://www.worldwidewheels.com)). The largest web marketer for autos in the Central U.S., World Wide Wheels designs and manages web sites for over 700 U.S. car dealers, and provides extensive Internet distribution services for car inventories to over 100 high-traffic sites such as Yahoo! ([www.yahoo.com](http://www.yahoo.com)), Excite ([www.excite.com](http://www.excite.com)), and major TV and newspaper sites. The NetCall technology is also being used by individual auto dealerships in the U.S., including Marcotte Ford of Holyoke, Massachusetts ([www.marcotteford.com](http://www.marcotteford.com)), the largest volume Ford dealer in Western Massachusetts.

With a simple mouse-click on a NetCall call-button icon displayed on a web page, site visitors get a free instant telephone call connection to the sales, rental or service departments of auto dealers. The call-back request is passed through the Internet, yet the phone calls are connected over ordinary public phone lines, with no special hardware or software required. E-Shoppers get a free instant connection to the seller or dealership; car sellers get "hot" live sales leads delivered directly to them, at the very low telephone connection costs offered by NetCall.

John Hentrich, President of World Wide Wheels states, "The key in the current boom in on-line auto sales is encouraging interaction between shoppers and sellers; turning 'clicks' into sales. The telephone is the fastest, best way to shorten the contact cycle, and NetCall technology will set our dealer sites apart." Hentrich is offering the NetCall feature at \$249 for a one-time set up fee, \$10 per month for each button placement, plus the cost of the telephone calls. When dealers' car ads are distributed by Hentrich to other high-traffic sites such as Yahoo!, the NetCall free call-button link travels with the ad, allowing a direct telephone "short cut" to the salesperson, without the usual additional links and "clicks" back through the dealer's web site.

At Marcotte Ford, Business Development Manager John Clark sees a great future in interactive web sales for cars. "We've started with call-buttons on our sales and rental web pages, but as we add car inventory data and photos, I envision a 'live' on-line interaction with the customer where we can interactively walk them through our web site's 'virtual showroom' once we have them on the phone. With NetCall, we can truly sell to people right at their homes or offices."

About NetCall Telecom

Nearly four years ago, NetCall was among the first to combine

familiar technology, the telephone, with emerging technology, the Internet, to create an e-commerce platform that made it easy for Internet users to talk and trade. The initial concept, called Internet Initiated Telephony, enabled potential customers browsing the net to request a toll-free telephone call by clicking a "call-back" button on a website.

Today, NetCall has progressed beyond the simple initiation of web calls and is able to control the entire call process. This powerful technology, called Internet Controlled Telephony (ICT), enables e-commerce providers to offer a genuinely interactive service. What makes NetCall so unusual is that it can offer its technology as simple low-cost services that can be integrated into the most advanced e-commerce, call delivery, tracking and data delivery applications -- without requiring special or proprietary hardware and software.

NetCall Telecom Inc. is a wholly owned subsidiary of NetCall plc, a company listed on the Alternative Investment Market of the London Stock Exchange.

#### About World Wide Wheels

Founded in 1995 by President John Hentrich, World Wide Wheels offers a full range of web site development, hosting and Internet distribution services to the auto industry. The largest Internet car buying service in the Central U.S., World Wide Wheels currently supports over 700 dealer web sites, and provides extensive Internet distribution services for car inventories to over 100 high-traffic sites such as Yahoo! (www.yahoo.com), Excite (www.excite.com) and major TV and newspaper sites. The company's approach is to offer the most cost-effective and efficient direct-response methods of car advertising via the World Wide Web.

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COMPANY NAMES: NetCall Telecom Inc.; World Wide Wheels

INDUSTRY CODES/NAMES: BUS Business, General; BUSN Any type of business

FILE SEGMENT: NW File 649

1/9/1

DIALOG(R) File 233:Internet & Personal Comp. Abs.  
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00441868 96PK11-105

**Wheeling and dealing online** -- Car broker steering Web  
site with toll-free phone support

Davey, Tom

PC WEEK , November 11, 1996 , v13 n45 p1, 129, 2 Page(s)

ISSN: 0740-1604

Company Name: AT&T; Consumers Car Club

Product Name: Project iA

Languages: English

Document Type: Feature Articles and News

Geographic Location: United States

Discusses a new Internet-based technology from AT&T, called push pages or Project iA (instant Answers), which is currently being beta tested by the Consumers Car Club. Claims that the technology allows the club's customer service agents to send Web pages to clients while talking to them on the phone. Explains that the Web site contains a ``call me now'' icon which connects the customer to the agent via telephone, while at the same time enabling the agent to send specified information to the customer's screen. Indicates that the service is run completely through AT&T, and that no special on-site equipment is required. Complains that the service is only available for those who have dual phone or ISDN lines, though says that AT&T plans to eventually offer the service over a single line. Includes one photo. (kgh)

Descriptors: Consumer Information; Help Desk; Sales; Telephone;  
Internet; Web Sites

Identifiers: Project iA; AT&T; Consumers Car Club

1/9/1  
DIALOG(R) File 256:SoftBase:Reviews,Companies&Prods.  
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00120408                    DOCUMENT TYPE:   Review

PRODUCT NAMES:   Internet Shopping   (840432); Internet Customer Service  
(840572)

TITLE:   **Why Online Browsers Don't Become  
Buyers**

AUTHOR:   Collett, Stacy King, Julia

SOURCE:   Computerworld,        v33 n48   p14(1) Nov 29, 1999

ISSN: 0010-4841

HOMEPAGE:   <http://www.computerworld.com>

RECORD TYPE:   Review

REVIEW TYPE:   Product Analysis

GRADE:   Product Analysis, No Rating

According to Datamonitor, a market analysis company, fewer than 1 percent of e-commerce sites provide live customer assistance, while 10 percent of shopping carts could be filled with sold items if better customer service were provided. 8 percent of 69,500 U.S. call centers are currently Web-ready. The results of these deficiencies have been calculated at a possible \$3.2 billion in lost online revenues. About 78 percent of online shoppers during the 1999 holiday shopping spree will never purchase the items they select for their shopping carts, says the report. Datamonitor reports \$1.6 million in lost revenues in 1998, and the reason, says a VP of e-commerce for Lands' End, is that customers cannot really be expected to 'serve themselves.' 10 million new online shoppers should hit the wires during this year's shopping mania, and they want the same level of service they can obtain in the physical world, says another industry expert. Online customer services desired include self-service; assisted service, wherein customers can make online queries and have them answered quickly; and directed service, in which a sales representative offers particular items, interactive chat, telephone service, and e-mail. Lands' End has chosen the interactive approach after working with WebLine Communications, a unit of Cisco Systems, to use technology that is the basis of Lands' End's Live service, which provides real-time access by phone or text-based chat to a human operator while shopping online.

COMPANY NAME:   Vendor Independent   (999999)

SPECIAL FEATURE:   Charts

DESCRIPTORS:   Internet Shopping; Internet Customer Service; Customer  
Service; Internet Marketing

REVISION DATE:   20000130

2/9/1 (Item 1 from file: 9)  
DIALOG(R) File 9:Business & Industry(R)  
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02567239 (THIS IS THE FULLTEXT)

Rent-An-Expert On The Web -- Services Let Users Hire Help To Answer  
Specific Questions

(**Expertcity.com** launches Web site on which freelance technical  
support staff offer services on the Internet to people who need help with  
Microsoft operating systems or desktop applications)

Information Week, p 75

September Q6, 1999

DOCUMENT TYPE: Journal ISSN: 8750-6874 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 461

TEXT:

By: Gregory Dalton

Innovative labor markets are popping up on the Internet, giving people new  
ways to hire experts for a few minutes to answer questions on a specific  
topic.

**Expertcity.com** launched a Web site last week that lets freelance  
technical support staff, or advisers, offer services over the Internet to  
individuals who need help with Microsoft operating systems or desktop  
applications such as Word and Excel. The service is free for now, but the  
technical staff will eventually quote a price for the advice to be paid by  
the customer.

**Expertcity.com** joins companies such as **ExpertCentral.com** and  
**Advoco.com Inc.**, which are also in the business of providing advice on  
topics ranging from technology to business and parenting. At  
**Expertcity.com**, potential customers enter a technical problem on its  
Web site. After a few minutes, a number of advisers reply to the query  
saying whether or not they can help solve that particular problem and how  
much time it will take. When the advisers are unfamiliar with a problem,  
they may offer to research it.

The customer views summaries of the various "bids" in a box on the Web page  
and selects an adviser who seems to offer the best prospects for providing  
the necessary assistance. A Java application is automatically downloaded to  
the customer's PC that permits an exchange of messages via a whiteboard  
viewed through their browser. The adviser can then either instruct the user  
how to fix the problem or take over the customer's PC and repair it  
remotely.

"We're a market for the quick question," says **Expertcity.com** CEO  
Andreas von Blottnitz, who learned about technical support as the former  
president of America Online's subsidiary in Germany. The site is starting  
with about 15 advisers who have passed a test to ensure they are  
knowledgeable about certain applications.

Over time, customers will rate the advisers on their helpfulness. "The  
marketplace will define the rating of the expert," says von Blottnitz.  
"Quality is rated by the customers themselves." He estimates that advisers'  
time will sell for about \$50 per hour, meaning that people will pay about  
\$8 for 10 minutes of technical support. Customers will pay by credit card;  
**Expertcity.com** will keep an undisclosed percentage of the fee.



Help will come from advisers such as Melissa Stevenson, a graduate student in English who is working as an independent contractor for **Expertcity**.com in Santa Barbara, Calif. She says she has become familiar with Microsoft applications by using them and is interested in this kind of working arrangement because of the flexibility it affords her.

If the business model works for technical assistance, von Blottnitz says he hopes to expand into other areas by adding advisers who can help people online with their travel plans or finances. -Gregory Dalton  
September 06, 1999

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COMPANY NAMES: **EXPERTCITY** COM

INDUSTRY NAMES: Business services; Information industry; Online services

PRODUCT NAMES: On-line service providers (737500); Computer consultants (737924)

CONCEPT TERMS: All company; All product and service information; Internet activity; Product introduction

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

2/9/33 (Item 5 from file: 613)  
DIALOG(R)File 613:PR Newswire  
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00169982 19990830LAM110 (THIS IS THE FULLTEXT)  
**Expertcity** .com Launches Premier Online Marketplace for Expert  
Services  
PR Newswire  
Monday, August 30, 1999 06:00 EDT  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 730

TEXT:  
SANTA BARBARA, Calif., Aug. 30 /PRNewswire/ - **Expertcity**.com, the  
leading  
online marketplace for expert skills and services, today announced the  
launch  
of [www.expertcity.com](http://www.expertcity.com), its online destination for consumers to obtain  
real-time, personalized expertise on a wide range of subjects from solving  
computer problems to assistance with personal finance. Customers can  
select  
from a roster of accredited and rated experts and then collaborate as if  
sitting next to one another in front of a single screen using  
**expertcity's**  
unique DesktopStreaming(TM) screen sharing technology.

"**Expertcity** is the catalyst for the next phase in the Internet  
e-Volution.  
We are enabling consumers to be served immediately and intelligently by  
experts rather than machines," said Andreas von Blottnitz, chief executive  
officer of **expertcity.com** and former president of AOL Germany. "The  
efficiency with which the Internet allows consumers to gather information,  
communicate and purchase products has created a climate of immediacy in  
which  
people demand real-time, individualized responses to their questions.  
**Expertcity** fills consumers' needs for immediate and individual  
assistance by  
enabling experts to offer their services in our marketplace."

It's wonderful, I can finally get immediate personal help through my  
computer without having to be kept on hold and tell a technician what I am  
seeing on the screen. Good job **expertcity**!" said Alec Gramont,  
business  
manager, Teleglobe.

The company is initially focusing its efforts on developing a premier  
list  
of experts who will offer a broad range of person-to-person services for PC  
support. During the first month of operation customers may use  
**expertcity's**  
services for free. Thereafter, customers will be asked to pay for services  
via credit cards. The company backs its expert services with a  
satisfaction  
guarantee. As the market expands, additional experts in categories such as  
training and education, legal or tax support, and even production of  
graphics  
and web pages will join **expertcity's** online marketplace.

#### Management Team

**Expertcity.com** is led by an experienced and dedicated management team with proven and successful records in developing Internet products, building large organizations and marketing products and services worldwide.

Andreas von Blottnitz serves as president and chief executive officer. His broad Internet experiences include ten years of leadership launching, growing and managing online media and Internet companies.

During 1995 he launched AOL Germany and propelled it to a \$150 million corporation and served as the company's president and chief executive officer.

Dr. Klaus Schauser, founder and chief technical officer, combines visionary leadership and numerous years of technology expertise in overseeing technology development. A professor of computer science at the University of California, Santa Barbara, Dr. Schauser is widely published and a leading research scientist with extensive experience developing scalable, highly parallel computing environments. Dr. Schauser holds a Ph.D. from UC Berkeley, and has received numerous academic awards.

John Greathouse, CPA, chief financial officer and vice president of strategic development, has held a number of senior executive positions with start-up companies during the past ten years. At Computer Motion, Inc. he was the chief financial officer and later the vice president of business development. In these roles he cultivated numerous strategic relationships and was instrumental in raising funding of approximately \$50 million in an initial public offering and a variety of private equity and debt vehicles.

Brian Donahoo is vice president of operations and is responsible for building the expert organization and support services for **expertcity**. Formerly with Viacom and Stream International, he oversaw customer service, training, and design of customer databases and fulfillment processes. Donahoo built and managed call centers with over 1,000 support engineers and was responsible for delivering technical support services to many of the world's largest OEMs, Internet service providers and software publishers.

#### About **Expertcity.com**

**Expertcity.com** is the leading online marketplace for expert skills and services providing consumers with real-time, personalized expertise from professionals on a wide range of topics. The company offers superior support and expert services using **expertcity's** proprietary DesktopStreaming(TM) technology, that enables screen sharing, mutual mouse and keyboard control, online telestration and chat features.

Headquarters for **expertcity.com, inc.** are located at 5385 Hollister Avenue, Suite 111, Santa Barbara, California 93111; tel: 805-964-0383; fax: 805-964-6103; [www.expertcity.com](http://www.expertcity.com).

**Expertcity.com** is a trademark of **expertcity.com, inc.** All other names featured herein are either registered trademarks or trademarks of the

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SOURCE expertcity.com, inc.

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Communications for expertcity.com, inc.

Web site: <http://www.expertcity.com>

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COMPANY NAMES: expertcity.com, inc.; MANAGEMENT TEAM; VIACOM INC

GEOGRAPHIC NAMES: CALIFORNIA; AMERICAS; NORTH AMERICA; USA

INDUSTRY NAMES: NEW PRODUCT DEVELOPMENT; MARKETING; CORPORATE; INTERNET;

COMMUNICATIONS TECHNOLOGIES; COMPUTERS

EVENT NAMES: NEW PRODUCT DEVELOPMENT; PRODUCT LAUNCHES; TECHNOLOGY DEVELOPMENT

10/7/8 (Item 5 from file: 16)  
DIALOG(R)File 16:Gale Group PROMT(R)  
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06978253 Supplier Number: 58837596 (THIS IS THE FULLTEXT)

Making good on the 'information economy'.

OTT, CHRIS

Denver Business Journal, v51, n17, p27A

Dec 17, 1999

TEXT:

New sites make it possible to purchase advice directly from online experts

Even though Al Gore never claimed to have invented it, the "information economy" ranks as one of the most cherished concepts of the age. We love the idea that instead of laboriously manufacturing things like cars, mittens, and cheese graters there's loads of money to be made by creating, analyzing and distributing pure information. One proof is the euphoria for Internet stocks.

Despite all this, however, the ways that we trade in some kinds of information are still pretty 20th century. It's easy enough to zip a spreadsheet around the world now, but when it comes to that kind of information we call expertise, we're still generally limited to buying and selling it the old-fashioned way. We try to get it ourselves by taking courses. We try to hire people with experience, and we hunt for qualified consultants. We buy magazines, we read books for dummies and we scour the Web hoping that someone, for some reason, might have posted what we need for free.

This is about to change. Information markets -- online bazaars in which people can buy or sell expertise in real time -- stand to truly create an information economy, by making it possible to directly provide expert services over the Internet.

When might you want to use an information market? Let's say your business has a tough tech-support question that you need help with. The answer is worth money to you, so you go to an information-market site (check some of the addresses below to try this yourself).

There, you either post your question to see if anyone makes you an offer, or you browse the credentials of experts who have registered with the site and pick one. You can check to see how others have rated his or her service, and sometimes you can get other information like the average time it takes your expert to respond.

Once you've made contact, you work out the details, like exactly what kind of help you're looking for and how you want it (over the phone, via e-mail, during a live online chat, etc.). You also agree on the fee.

The price for an answer could range from free (some providers are doing this to build their online reputations) to hundreds of dollars. It all depends on the complexity of what you need, or the scarcity of people who can provide it. Supply and demand was never like this.

When you get the information or assistance you've been looking for, you pay through a credit card, and the company that runs the site takes a cut of the expert's fee. Then you have a chance to rate your satisfaction in order to help other people who might be looking for similar services.

Assuming you can find someone to help you and you're happy with the answers you get, this could be the perfect solution to a wide variety of problems. How much would it be worth, for example, to not only get the answer to a problem that's preventing you from finishing something, but to be able to do it without spending 15 minutes on hold with some software company's tech-support department?

Information markets make this possible. When someone has an answer to sell you, you'll generally get an e-mail message from the site and can accept or decline the bid at your convenience.

Technical problems are not the only kinds of questions that lend themselves to being answered via information markets. Other business-related topics that seem appropriate to the new medium include things like taxes, legal issues, marketing and finance.

It might even be possible for businesses -- or individuals -- to become professional information providers, earning their living one question at a time, and the range of questions that could be asked and answered is potentially infinite. To illustrate the potential, Michael J.

Stern, president of Information Markets Corp. [www.infomarco.com](http://www.infomarco.com)), reports that his company recently did a whimsical survey of what people would be willing to pay for everything from celebrity phone numbers to weight-loss advice.

Many information-market sites are still in a preview phase, and even those that are functional are still in a relatively early stage of development. Current choices include EXP.com, \*LiveKnowledge\*.com and Infomarco.com, as well as Ithority.com, XpertSite.com, Guru.com, ExpertCentral.com and Knexa.com.

It remains to be seen to what extent this idea will take off, and it may be that some kinds of questions and answers will flourish ("Can I deduct such-and-such from my taxes?") while others ("How can I be a better manager?") won't.

It's also important for the buyer to beware. The companies running information markets provide long disclaimers that explain that they're just providing the medium. Like the organizers of a flea market, they're not responsible for whatever you may end up buying, and they make no guarantee about an expert's trustworthiness. You'll have to sort that out for yourself.

But then, that's the way it is in the non-virtual world anyway.

Chris Ott is a freelance technology writer and author of "Global Solutions for Multilingual Applications" (Wiley, 1999).

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7/7/52 (Item 32 from file: 20)

DIALOG(R) File 20:World Reporter

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04133981 (THIS IS THE FULLTEXT)

Walker Digital Issued Landmark U.S. Patent No. 5,862,223 For Global  
Internet Marketplace of Experts

BUSINESS WIRE

January 26, 1999

STAMFORD, Conn.--(BUSINESS WIRE)--January 26, 1999--

Newly patented expert-market system leverages the World Wide Web to potentially help millions of people improve their quality of life through "digital piecework"

Walker Digital, the Stamford-based intellectual property laboratory, has been issued a landmark U.S. patent (No. 5,862,223) for a revolutionary \*expert\*-market system that leverages the power of the \*Internet\* to connect experts from around the world with the people who need their \*advice\*.

Just as search engines achieved a quantum leap for the \*Internet\* by providing universal access to documents and other materials, Walker Digital's invention will revolutionize the medium again by enabling the Net to deliver -- with equal simplicity and efficiency -- access to personalized \*expert\* \*advice\* for anyone who wants it.

In 1995, Walker Digital inventors recognized how difficult and expensive it was to locate high-quality expert \*advice\* on thousands of topics such as medical and legal opinions, specialized technology questions, hobbies, academic issues and more. A team was assembled to address the problem and find a solution that would allow any individual to easily purchase expert \*advice\* at a price he or she can afford, and to obtain that \*advice\* from pre-qualified experts located literally anywhere in the world.

Over a period of two years, the inventors created a complete "expert-market" system that enables buyers to efficiently identify and connect with remotely located experts who have the credentials desired by the buyer. Under the system, buyers could purchase affordable expert \*advice\* without knowing the expert in advance. Meanwhile, experts (both professional and amateur) could use the system to sell "digital piecework" efficiently and at no incremental marketing cost.

The Walker Digital \*expert\*-market system is \*Internet\*-centric and easy to use. Buyers don't have to be "experts" themselves to locate and hire an \*expert\*. They will simply access the Walker Digital system on the \*Internet\* and fill out an electronic form describing the \*advice\* they want the type and qualifications of the \*expert\*(s) they need, the deadline for the assignment and the fee they can afford to pay. The system then takes the assignment and broadcasts it to appropriate pre-qualified experts worldwide. Experts who want to perform a given digital piecework assignment would simply communicate their acceptance to the central system.

To insure that experts will be paid, and to protect buyers should they not be satisfied with the expert services provided, the system requires that buyers guarantee their request with a credit card or some other form of prepayment. The system then holds the payment in escrow until the work is completed to the customer's satisfaction.

Another key feature of the system is optional anonymity for either the buyer or the expert. Buyers who choose not to be identified to the expert can remain anonymous, allowing them to request even the most personal \*advice\*. Experts can also choose to remain anonymous and therefore be free to offer honest, sometimes controversial opinions they may not otherwise be able to make. The system also makes it possible for buyers and experts to carry on ongoing anonymous communications as the work is carried out.

Walker Digital's invention will deliver particular benefits to the world's academic community by creating a valuable new system that enables global freelancing. For the first time, millions of professors and teachers around the world -- in every imaginable subject from archeology to zoology -- will have a simple way to market their particular expertise and supplement their income.

Walker Digital inventors said they envision an almost unlimited number

of potential uses for the system. A few hypothetical examples:

-- An owner's sheepdog has a broken hip. Her veterinarian recommends surgery, which has some risk and will involve a long recovery period. Before the surgery is carried out, she wants additional expert opinions. Using the system, she creates a work assignment offering to pay \$50 to any board-certified veterinarian willing to look at a set of digitally transmitted x-rays and give her a one-page written opinion in two working days. Among the responses she receives, the owner decides to hire three separate experts to render opinions and the work begins.

-- A hobbyist who restores antique cars purchases a Model T with seats in poor condition. Using the expert-market system, he creates an assignment offering to pay \$40 to any award-winning upholsterer who would agree to e-mail him instructions and tips as he goes about restoring the seats. The assignment would begin the following weekend and would take approximately three weeks to complete. In 24 hours, an expert responds that he is willing to help.

-- Migraine headaches have troubled a woman for years. Over-the-counter medication has been marginally successful in combating the pain. Using the expert-market system, she asks for herbal remedy experts in China, Japan or India who have published books on the subject within the last 24 months. She offers to pay \$30 for a 200-word summary of optional herbal remedies that might alleviate her headaches. The summary is due in one week. From the responses, she selects two experts and commissions the work.

-- An U.S. wallpaper retailer is considering opening a sales office in France. The business uses the expert-market to create an assignment where the company offers to pay \$250 for a two-page essay on the company's business prospects and a proposal for assistance in launching the company's French operations. The business specifies that it is looking for an expert who is a French marketing professional and has helped launch foreign home furnishings businesses with sales of \$20 million or more a year. The assignment also stipulates that the report is needed in two weeks. After examining the qualifications of six experts, the company selects one and authorizes the work to begin.

-- A bird-watcher spots an unusual bird he's never seen before and takes a picture of it. Using the expert-market system offers to pay \$20 to any university-based ornithologist who can identify the bird from a digitally transmitted photo and send him a one-paragraph description in 24 hours. After evaluating credentials of two ornithologists who say they'd be happy to make the identification, he selects one and receives the summary the next day.

-- An inventor wants to apply for a software patent in Japan, but recognizes that procedures there are quite specific and different. He creates an assignment offering to pay \$125 to a Japanese expert with a minimum five years' software patent experience. For that fee, the expert must write a one-page bulleted summary of the Japanese software patent process and give him a proposal for representing his patent efforts in Japan. The write-up is due in one week. Since responses from several respondents look particularly good, he decides to have three experts give him proposals.

"One of the great promises of the \*Internet\* is its ability to collapse geographic borders," said Jay Walker, chairman of Walker Digital. "This landmark invention enables the \*Internet\* to make that very leap. Just as structured stock markets created enormous pools of capital to fuel the Industrial Revolution, \*expert\*-market systems will use the \*Internet\* to unlock the power of millions of experts around the world to deliver personal and society-advancing \*expert\* \*advice\* to tens of millions of people worldwide.

"For the first time, experts in every imaginable field will have the ability to sell their expertise and be compensated based on global, not local, market conditions with no up-front investment or cost of any kind. Equally significant is the fact that expert-market systems will geometrically expand the universe of expert \*advice\* available to anyone, regardless of where they \*live\* in the world or their particular ability to pay. Just as search engines revolutionized the ability to access \*information\*, expert-market systems will revolutionize the ability to easily obtain expert \*advice\*."



Walker Digital executives said they are in discussions to license or deploy the system on their own on a global basis within two to three years.

Walker Digital was founded by Jay Walker in 1995. The intellectual property laboratory focuses on inventing and patenting Internet-centric solutions for business. Most of the company's inventions either enhance existing business practices or create innovative new forms of revenue. The company has been issued nine U.S. patents and has more than 200 patents pending.

CONTACT: Brian Ek  
priceline.com, 203-705-3026  
brian.ek@priceline.com

11:18 EST JANUARY 26, 1999

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2/9/33 (Item 5 from file: 613)  
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00169982 19990830LAM110 (THIS IS THE FULLTEXT)  
**Expertcity** .com Launches Premier Online Marketplace for Expert  
Services  
PR Newswire  
Monday, August 30, 1999 06:00 EDT  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 730

TEXT:

SANTA BARBARA, Calif., Aug. 30 /PRNewswire/ - **Expertcity**.com, the leading online marketplace for expert skills and services, today announced the launch of [www.expertcity.com](http://www.expertcity.com), its online destination for consumers to obtain real-time, personalized expertise on a wide range of subjects from solving computer problems to assistance with personal finance. Customers can select from a roster of accredited and rated experts and then collaborate as if sitting next to one another in front of a single screen using **expertcity's** unique DesktopStreaming(TM) screen sharing technology.

"**Expertcity** is the catalyst for the next phase in the Internet e-Volution. We are enabling consumers to be served immediately and intelligently by experts rather than machines," said Andreas von Blottnitz, chief executive officer of **expertcity.com** and former president of AOL Germany. "The efficiency with which the Internet allows consumers to gather information, communicate and purchase products has created a climate of immediacy in which people demand real-time, individualized responses to their questions. **Expertcity** fills consumers' needs for immediate and individual assistance by enabling experts to offer their services in our marketplace."

It's wonderful, I can finally get immediate personal help through my computer without having to be kept on hold and tell a technician what I am seeing on the screen. Good job **expertcity**!" said Alec Gramont, business manager, Teleglobe.

The company is initially focusing its efforts on developing a premier list of experts who will offer a broad range of person-to-person services for PC support. During the first month of operation customers may use **expertcity's** services for free. Thereafter, customers will be asked to pay for services via credit cards. The company backs its expert services with a satisfaction guarantee. As the market expands, additional experts in categories such as training and education, legal or tax support, and even production of graphics and web pages will join **expertcity's** online marketplace.

#### Management Team

**Expertcity.com** is led by an experienced and dedicated management team with proven and successful records in developing Internet products, building large organizations and marketing products and services worldwide.

Andreas von Blottnitz serves as president and chief executive officer. His broad Internet experiences include ten years of leadership launching, growing and managing online media and Internet companies.

During 1995 he launched AOL Germany and propelled it to a \$150 million corporation and served as the company's president and chief executive officer.

Dr. Klaus Schauser, founder and chief technical officer, combines visionary leadership and numerous years of technology expertise in overseeing technology development. A professor of computer science at the University of California, Santa Barbara, Dr. Schauser is widely published and a leading research scientist with extensive experience developing scalable, highly parallel computing environments. Dr. Schauser holds a Ph.D. from UC Berkeley, and has received numerous academic awards.

John Greathouse, CPA, chief financial officer and vice president of strategic development, has held a number of senior executive positions with start-up companies during the past ten years. At Computer Motion, Inc. he was the chief financial officer and later the vice president of business development. In these roles he cultivated numerous strategic relationships and was instrumental in raising funding of approximately \$50 million in an initial public offering and a variety of private equity and debt vehicles.

Brian Donahoo is vice president of operations and is responsible for building the expert organization and support services for **expertcity**. Formerly with Viacom and Stream International, he oversaw customer service, training, and design of customer databases and fulfillment processes. Donahoo built and managed call centers with over 1,000 support engineers and was responsible for delivering technical support services to many of the world's largest OEMs, Internet service providers and software publishers.

#### About **Expertcity.com**

**Expertcity.com** is the leading online marketplace for expert skills and services providing consumers with real-time, personalized expertise from professionals on a wide range of topics. The company offers superior support and expert services using **expertcity's** proprietary DesktopStreaming(TM) technology, that enables screen sharing, mutual mouse and keyboard control, online telestration and chat features.

Headquarters for **expertcity.com, inc.** are located at 5385 Hollister Avenue, Suite 111, Santa Barbara, California 93111; tel: 805-964-0383; fax: 805-964-6103; [www.expertcity.com](http://www.expertcity.com).

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SOURCE **expertcity.com, inc.**

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Web site: <http://www.expertcity.com>

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COMPANY NAMES: **expertcity.com, inc.**; MANAGEMENT TEAM; VIACOM INC  
GEOGRAPHIC NAMES: CALIFORNIA; AMERICAS; NORTH AMERICA; USA  
INDUSTRY NAMES: NEW PRODUCT DEVELOPMENT; MARKETING; CORPORATE; INTERNET;  
COMMUNICATIONS TECHNOLOGIES; COMPUTERS  
EVENT NAMES: NEW PRODUCT DEVELOPMENT; PRODUCT LAUNCHES; TECHNOLOGY  
DEVELOPMENT

2/9/1 (Item 1 from file: 9)  
DIALOG(R)File 9:Business & Industry(R)  
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02567239 (THIS IS THE FULLTEXT)

Rent-An-Expert On The Web -- Services Let Users Hire Help To Answer  
Specific Questions

(**Expertcity**.com launches Web site on which freelance technical  
support staff offer services on the Internet to people who need help with  
Microsoft operating systems or desktop applications)

Information Week, p 75

September 06, 1999

DOCUMENT TYPE: Journal ISSN: 8750-6874 (United States)

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 461

TEXT:

By: Gregory Dalton

Innovative labor markets are popping up on the Internet, giving people new ways to hire experts for a few minutes to answer questions on a specific topic.

**Expertcity**.com launched a Web site last week that lets freelance technical support staff, or advisers, offer services over the Internet to individuals who need help with Microsoft operating systems or desktop applications such as Word and Excel. The service is free for now, but the technical staff will eventually quote a price for the advice to be paid by the customer.

**Expertcity**.com joins companies such as ExpertCentral.com and Advoco.com Inc., which are also in the business of providing advice on topics ranging from technology to business and parenting. At **Expertcity**.com, potential customers enter a technical problem on its Web site. After a few minutes, a number of advisers reply to the query saying whether or not they can help solve that particular problem and how much time it will take. When the advisers are unfamiliar with a problem, they may offer to research it.

The customer views summaries of the various "bids" in a box on the Web page and selects an adviser who seems to offer the best prospects for providing the necessary assistance. A Java application is automatically downloaded to the customer's PC that permits an exchange of messages via a whiteboard viewed through their browser. The adviser can then either instruct the user how to fix the problem or take over the customer's PC and repair it remotely.

"We're a market for the quick question," says **Expertcity**.com CEO Andreas von Blottnitz, who learned about technical support as the former president of America Online's subsidiary in Germany. The site is starting with about 15 advisers who have passed a test to ensure they are knowledgeable about certain applications.

Over time, customers will rate the advisers on their helpfulness. "The marketplace will define the rating of the expert," says von Blottnitz. "Quality is rated by the customers themselves." He estimates that advisers' time will sell for about \$50 per hour, meaning that people will pay about \$8 for 10 minutes of technical support. Customers will pay by credit card; **Expertcity**.com will keep an undisclosed percentage of the fee.

Help will come from advisers such as Melissa Stevenson, a graduate student in English who is working as an independent contractor for **Expertcity**.com in Santa Barbara, Calif. She says she has become familiar with Microsoft applications by using them and is interested in this kind of working arrangement because of the flexibility it affords her.

If the business model works for technical assistance, von Blottnitz says he hopes to expand into other areas by adding advisers who can help people online with their travel plans or finances. -Gregory Dalton  
September 06, 1999

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COMPANY NAMES: **EXPERTCITY** COM

INDUSTRY NAMES: Business services; Information industry; Online services

PRODUCT NAMES: On-line service providers (737500); Computer consultants (737924)

CONCEPT TERMS: All company; All product and service information; Internet activity; Product introduction

GEOGRAPHIC NAMES: North America (NOAX); United States (USA)

4/9/1  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
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11193403 SUPPLIER NUMBER: 55184853 (THIS IS THE FULL TEXT)

**Connecting to On-Line Car Shoppers: Auto**

Sellers Use NetCall Internet Call-Button Technology To Turn "Clicks" into Interactive Sales.

PR Newswire, 4089

July 19, 1999

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 779 LINE COUNT: 00065

**TEXT:**

Leader World Wide Wheels is First Internet Car Buying Service to Offer It

GLOUCESTER, Mass. and CHICAGO, July 19 /PRNewswire/ -- Buying and selling cars on the Internet has just got a whole lot easier with the addition of innovative website "call-button" technology from NetCall Telecom Inc., now available on the web sites of several on-line auto dealers, including one of the industry's major players in Internet car sales, World Wide Wheels of Chicago, Illinois ([www.worldwidewheels.com](http://www.worldwidewheels.com)). The largest web marketer for autos in the Central U.S., World Wide Wheels designs and manages web sites for over 700 U.S. car dealers, and provides extensive Internet distribution services for car inventories to over 100 high-traffic sites such as Yahoo! ([www.yahoo.com](http://www.yahoo.com)), Excite ([www.excite.com](http://www.excite.com)), and major TV and newspaper sites. The NetCall technology is also being used by individual auto dealerships in the U.S., including Marcotte Ford of Holyoke, Massachusetts ([www.marcotteford.com](http://www.marcotteford.com)), the largest volume Ford dealer in Western Massachusetts.

With a simple mouse-click on a NetCall call-button icon displayed on a web page, site visitors get a free instant telephone call connection to the sales, rental or service departments of auto dealers. The call-back request is passed through the Internet, yet the phone calls are connected over ordinary public phone lines, with no special hardware or software required. E-Shoppers get a free instant connection to the seller or dealership; car sellers get "hot" live sales leads delivered directly to them, at the very low telephone connection costs offered by NetCall.

John Hentrich, President of World Wide Wheels states, "The key in the current boom in on-line auto sales is encouraging interaction between shoppers and sellers; turning 'clicks' into sales. The telephone is the fastest, best way to shorten the contact cycle, and NetCall technology will set our dealer sites apart." Hentrich is offering the NetCall feature at \$249 for a one-time set up fee, \$10 per month for each button placement, plus the cost of the telephone calls. When dealers' car ads are distributed by Hentrich to other high-traffic sites such as Yahoo!, the NetCall free call-button link travels with the ad, allowing a direct telephone "short cut" to the salesperson, without the usual additional links and "clicks" back through the dealer's web site.

At Marcotte Ford, Business Development Manager John Clark sees a great future in interactive web sales for cars. "We've started with call-buttons on our sales and rental web pages, but as we add car inventory data and photos, I envision a 'live' on-line interaction with the customer where we can interactively walk them through our web site's 'virtual showroom' once we have them on the phone. With NetCall, we can truly sell to people right at their homes or offices."

About NetCall Telecom

Nearly four years ago, NetCall was among the first to combine

familiar technology, the telephone, with emerging technology, the Internet, to create an e-commerce platform that made it easy for Internet users to talk and trade. The initial concept, called Internet Initiated Telephony, enabled potential customers browsing the net to request a toll-free telephone call by clicking a "call-back" button on a website.

Today, NetCall has progressed beyond the simple initiation of web calls and is able to control the entire call process. This powerful technology, called Internet Controlled Telephony (ICT), enables e-commerce providers to offer a genuinely interactive service. What makes NetCall so unusual is that it can offer its technology as simple low-cost services that can be integrated into the most advanced e-commerce, call delivery, tracking and data delivery applications -- without requiring special or proprietary hardware and software.

NetCall Telecom Inc. is a wholly owned subsidiary of NetCall plc, a company listed on the Alternative Investment Market of the London Stock Exchange.

#### About World Wide Wheels

Founded in 1995 by President John Hentrich, World Wide Wheels offers a full range of web site development, hosting and Internet distribution services to the auto industry. The largest Internet car buying service in the Central U.S., World Wide Wheels currently supports over 700 dealer web sites, and provides extensive Internet distribution services for car inventories to over 100 high-traffic sites such as Yahoo! ([www.yahoo.com](http://www.yahoo.com)), Excite ([www.excite.com](http://www.excite.com)) and major TV and newspaper sites. The company's approach is to offer the most cost-effective and efficient direct-response methods of car advertising via the World Wide Web.

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COMPANY NAMES: NetCall Telecom Inc.; World Wide Wheels

INDUSTRY CODES/NAMES: BUS Business, General; BUSN Any type of business

FILE SEGMENT: NW File 649



1/9/1

DIALOG(R)File 233:Internet & Personal Comp. Abs.  
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00441868 96PK11-105

**Wheeling and dealing online** -- Car broker steering Web  
site with toll-free phone support

Davey, Tom

PC WEEK , November 11, 1996 , v13 n45 p1, 129, 2 Page(s)

ISSN: 0740-1604

Company Name: AT&T; Consumers Car Club

Product Name: Project iA

Languages: English

Document Type: Feature Articles and News

Geographic Location: United States

Discusses a new Internet-based technology from AT&T, called push pages or Project iA (instant Answers), which is currently being beta tested by the Consumers Car Club. Claims that the technology allows the club's customer service agents to send Web pages to clients while talking to them on the phone. Explains that the Web site contains a ``call me now'' icon which connects the customer to the agent via telephone, while at the same time enabling the agent to send specified information to the customer's screen. Indicates that the service is run completely through AT&T, and that no special on-site equipment is required. Complains that the service is only available for those who have dual phone or ISDN lines, though says that AT&T plans to eventually offer the service over a single line. Includes one photo. (kgh)

Descriptors: Consumer Information; Help Desk; Sales; Telephone;  
Internet; Web Sites

Identifiers: Project iA; AT&T; Consumers Car Club

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DIALOG(R)File 256:SoftBase:Reviews,Companies&Prods.  
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00120408            DOCUMENT TYPE:   Review

PRODUCT NAMES:   Internet Shopping   (840432); Internet Customer Service  
(840572)

TITLE:   Why Online Browsers Don't Become  
Buyers

AUTHOR:   Collett, Stacy King, Julia

SOURCE:   Computerworld,       v33 n48   pl4(1) Nov 29, 1999

ISSN: 0010-4841

HOME PAGE:   <http://www.computerworld.com>

RECORD TYPE:   Review

REVIEW TYPE:   Product Analysis

GRADE:   Product Analysis, No Rating

According to Datamonitor, a market analysis company, fewer than 1 percent of e-commerce sites provide live customer assistance, while 10 percent of shopping carts could be filled with sold items if better customer service were provided. 8 percent of 69,500 U.S. call centers are currently Web-ready. The results of these deficiencies have been calculated at a possible \$3.2 billion in lost online revenues. About 78 percent of online shoppers during the 1999 holiday shopping spree will never purchase the items they select for their shopping carts, says the report. Datamonitor reports \$1.6 million in lost revenues in 1998, and the reason, says a VP of e-commerce for Lands' End, is that customers cannot really be expected to 'serve themselves.' 10 million new online shoppers should hit the wires during this year's shopping mania, and they want the same level of service they can obtain in the physical world, says another industry expert. Online customer services desired include self-service; assisted service, wherein customers can make online queries and have them answered quickly; and directed service, in which a sales representative offers particular items, interactive chat, telephone service, and e-mail. Lands' End has chosen the interactive approach after working with WebLine Communications, a unit of Cisco Systems, to use technology that is the basis of Lands' End's Live service, which provides real-time access by phone or text-based chat to a human operator while shopping online.

COMPANY NAME:   Vendor Independent   (999999)

SPECIAL FEATURE:   Charts

DESCRIPTORS:   Internet Shopping; Internet Customer Service; Customer  
Service; Internet Marketing

REVISION DATE:   20000130

4/9/1

DIALOG(R) File 20:World Reporter

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02899845

**Lucent Technologies and Netscape Team to Deliver  
Lucent ECommerce Solutions; Offers Combine Consulting  
Services, Software and Network Security for Net Economy**

BUSINESS WIRE

September 23, 1998

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 868

MURRAY HILL, N.J. & MOUNTAIN VIEW, Calif.--(BUSINESS WIRE)--Sept. 23, 1998--Lucent Technologies and Netscape Communications Corporation (NASDAQ: NSCP) today announced an agreement to deliver Lucent ECommerce Solutions, a comprehensive portfolio of consulting services, software and network security products for conducting electronic commerce. Capitalizing on Lucent's expertise in building and operating communications networks and Netscape's Internet experience, the two companies are delivering a portfolio of solutions that will enable Lucent customers to take advantage of the emerging "Net Economy" being driven by Internet-based commerce applications and services. A key piece of Lucent's ECommerce Solutions is a multi-year, cooperative agreement in which Netscape will license to Lucent the Netscape(R) CommerceXpert suite of Internet commerce applications and Netscape(R) Application Server software. The agreement also calls for the companies to jointly market, sell and support Lucent's ECommerce Solutions to communications service providers and large enterprise customers. "Increasingly, service providers are viewing electronic commerce as a competitive advantage that can streamline costs, improve customer relationships, provide new value-added services and grow their business," said Duane Elmquist, vice president, Lucent Internet Software Group. "By leveraging Netscape's electronic commerce expertise and our knowledge of the business processes and networks used by service providers and enterprises, Lucent is uniquely positioned to help our customers aggressively meet those goals." "The combination of Netscape's proven Internet commerce software with Lucent's consulting services, security products and experience building large, complex networks positions Lucent to offer all the pieces for creating complete electronic commerce solutions," said Steve Savignano, senior vice president and general manager of the Applications Product Division at Netscape. "Now customers can get everything from the initial analysis of their business processes to the final system installation and on-going support from a single source." The strength of Lucent's ECommerce Solutions comes from the wide range of options available to customers through its portfolio, which will be available in both standard and customized solutions to address each customer's specific business and technology requirements. Lucent's ECommerce Solutions portfolio consists of three components: \* --Lucent Professional Services - offering all the business process consulting, integration and operations services necessary to provide businesses with beginning-to-end project management. --Netscape Software - Netscape's CommerceXpert suite of electronic commerce applications and Netscape Application Server for developing and deploying business-to-business and business-to-consumer electronic commerce solutions as Internet services. The software is scalable and reliable and easily integrates with legacy systems. --Lucent Security Products - network security, a critical component in enabling companies to communicate and conduct business over the Internet, is provided by the Lucent Managed Firewall, which features a

distributed architecture, security zones and centralized management. It can also be upgraded to deliver standards-compliant virtual private networking (VPN) capabilities. There will initially be three Lucent ECommerce Solutions targeted to immediate customer needs. Internet Procurement Solutions to convert paper-intensive processes into online transactions; Self-Service Solutions to give customers the ability to personalize services on a business' Web site; and Business Trading Solutions to help service providers and enterprises generate additional revenue by hosting online trading communities. To continually evolve the Lucent ECommerce Solutions, Lucent plans to integrate other Lucent products and services into the portfolio. The first addition will be Lucent's Internet Call Center, which enables a business to put a "talk to me" button on its Web site so customers with a multimedia PC can speak with a customer care agent while browsing a business' Web site without needing a second phone line. Lucent ECommerce Solutions are generally available now and are backed by Lucent's after-sale support, including around-the-clock coverage with respond, resolve and restore service. For further information about Lucent's ECommerce Solutions, customers can call 888-552-2544, send e-mail to [inquiries@lucent.com](mailto:inquiries@lucent.com) or visit the Lucent ECommerce Solutions Web site at <http://www.lucent.com/ecommerce>. Netscape Communications Corporation is a leading provider of software and services for businesses that want to transform the way they create and keep customers in the emerging Net Economy. The company offers a full line of enterprise software solutions, professional services, and a leading Internet portal to help companies build, buy or outsource Internet applications that drive revenue growth, build customer loyalty, and create new levels of business efficiency. Traded on NASDAQ under the symbol NSCP, Netscape Communications Corporation is based in Mountain View, Calif. Lucent Technologies, headquartered in Murray Hill, N.J., designs, builds and delivers a wide range of public and private networks, communications systems and software, data networking systems, business telephone systems and microelectronics components. Bell Labs is the research and development arm for the company. For more information on Lucent, visit the company's web site at <http://www.lucent.com>. Netscape, Netscape Navigator, Netscape Certificate Server, Netscape FastTrack Server, Netscape ONE, SuiteSpot and the Netscape N and Ship's Wheel logos are registered trademarks of Netscape Communications Corporation in the United States and other countries. Other Netscape logos, product names, and service names are also trademarks of Netscape Communications Corporation, which may be registered in other countries. Additional information about Netscape Communications Corporation is available on the Internet at <http://home.netscape.com>, by sending email to [info@netscape.com](mailto:info@netscape.com) or by calling 650/937-2555 for corporations or 650/937-3777 for individuals. CONTACT: Lucent Technologies, Murray Hill Doug Broad, 908/559-7520 (office) 800/203-5058 (pager) or Mary Ward, 908/582-7658 (office) 732/424-0215 (home) or Netscape Communications Patti Pierson, 650/937-4515 (office) [pierson@netscape.com](mailto:pierson@netscape.com) 08:20 EDT SEPTEMBER 23, 1998

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COMPANY NAMES: Lucent Technologies Inc  
DESCRIPTORS: New Products & Services; Equities Market  
COUNTRY NAMES/CODES: United States of America)  
REGIONS: North America  
PROVINCE/STATE: New Jersey  
SIC CODES/DESCRIPTIONS: 3660 ( Communications Equipment); 4810 ( Telephone Communications); 7375 ( Information Retrieval Services); 2700 ( Printing & Publishing); 7372 ( Prepackaged Software)

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DIALOG(R)File 20:World Reporter

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01237185 (THIS IS THE FULLTEXT)

TriNet's "Help Me, I'm Stuck" Internet Voice Button

Service Pushes Web Pages to Online Users

BUSINESS WIRE

March 25, 1998 14:50

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 528

RESEARCH TRIANGLE PARK, N.C./INTERNET COMMERCE EXPO --(BUSINESS WIRE)--March 25, 1998--

Internet Voice Button Service turbocharges e-commerce

The Internet Voice Button Service, which initiates a voice connection over standard phone lines to a business with the click of a button on a web site, is now taking this one-on-one dialogue to the next level. Customer service representatives can now push web pages directly to the screens of online users thanks to enhancements to the service announced today by TriNet Services. The Internet Voice Button, developed by Nortel (Northern Telecom), is being offered as a service by TriNet. Through this service, a user clicks an Internet Voice Button on a Web page and it notifies a customer representative at the business that a call has come in. The Internet Voice Button Service then asks if he or she would like to accept the call. The representative clicks "yes" and it puts the call through and indicates where the caller is on the Web site. Over the course of the call the representative can push URLs directly to the screen of the caller and at the same time allow the caller to push URLs back. "This service opens a voice dialogue in conjunction with an online dialogue to help a user quickly and effectively without losing the context and richness of the web environment," says Frank Taylor, CEO of TriNet Services, an Internet Professional Services firm. "The integration of normal telephony with the Web will have far-reaching results for e-commerce. "Despite all of its huge growth projections, e-commerce is still only reaching a fraction of its potential," Taylor continues. "The simple fact is that web sites are not always intuitive to the average user who sometimes needs an extra "push" in the right direction. Online buyers often get stuck in the process. The Internet Voice Button Service provides an immediate recourse to customers and keeps them from simply bailing out in frustration." In essence, the service gives online users a "help me, I'm stuck" button. Whether it's a "help I'm lost; I don't know what size disk drive to ask for; I don't know what other people are buying; or help me, I don't want to give my credit card over the Internet." Users can click on the button and talk to a customer representative over a second phone line or a commonly available "Voice-over-IP application" that carries phone calls over the Internet. The Internet Voice Button passes information from a Web user to a business via special software residing on the Internet Service Provider's server. First-time users of the Internet Voice Button complete a simple screen collecting such information as whether they prefer to use a second phone line or Voice-over-IP. The Internet Voice Button will then initiate a call to the business using the method selected. For businesses, the Internet Voice Button features the ability to add announcements that are played to customers when calls are received, and ring multiple numbers simultaneously so that anyone in a business group can answer. In addition, the Internet Voice Button Service simplifies lead tracking by notifying the business of who is calling and from which web page. To use Internet Voice Button, consumers need Internet access, a Web browser (Netscape 3.0, Microsoft

Internet Explorer 3.0 or later), a second phone line, or a multimedia personal computer with Voice-over-IP software such as Microsoft NetMeeting. TriNet Services is a strategic consulting firm that leverages and applies Internet technologies to solve today's complex and constantly evolving business challenges. The company offers an unmatched depth of expertise and breadth of services - from providing specific technical solutions, to building extensive Web sites and intranets, and robust I-commerce and security solutions. TriNet is leading the new breed of companies that take a business-solutions approach by combining sophisticated business acumen with the leading edge technical expertise of specialty shops. TriNet has a solid track record, having handled very complex multi-national solutions for blue chip clients such as Nortel, Pfizer, Bayer, First Union, and Nationwide Insurance. More information on TriNet is available at [http:](http://)

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COMPANY NAMES: Northern Telecom Limited; BCE Inc

DESCRIPTORS: Equities Market

COUNTRY NAMES/CODES: Canada (CA)

REGIONS: North America

PROVINCE/STATE: Ontario

SIC CODES/DESCRIPTIONS: 3660 (Communications Equipment); 4810 (Telephone Communications)

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11356917      SUPPLIER NUMBER: 55804579      (THIS IS THE FULL TEXT)  
**e-Rip Van Winkle** and the 60-second nap.(integration  
of call center with World Wide Web)  
Tehrani, Rich  
Call Center Solutions, 18, 2, 16(3)  
August, 1999  
ISSN: 1521-0774      LANGUAGE: English      RECORD TYPE: Fulltext  
WORD COUNT: 2352      LINE COUNT: 00179

TEXT:

One of the most promising technologies yet for the call center is integration with the Web. According to Bob Weinberger, vice president of marketing at WebLine Communications Corp. ([www.weblines.com](http://www.weblines.com)), "Buyers and sellers of all product types are increasingly using the Web to engage in real-time commerce. The companies that will thrive will be the ones that use the Net to extend personal contacts with their customers. As this trend continues, the challenge many businesses face is determining optimal strategies for integrating the Web with traditional sales, service and support operations. The bottom line is that companies are experiencing significant results today by integrating the personal value of human interaction in their call centers with the information value of the Web. There is no magic formula that dictates which method of communication is the right one. The fact is, businesses need to be prepared to interact with their customers in the manner that best suits each customer - whether it be via telephone calls, e-mail, voice over IP calls, interactive Web sessions, network faxes, etc. And to do so in an environment that delivers a unified channel to customers for all their sales, service and support needs. Companies that recognize this imperative are winning in the online world."

There are myriad ways of connecting users to your "contact center" besides using the telephone. I'll list them in order of increasing importance (at least in my opinion). Web chat is a technology that is currently the lowest common denominator . . . whether or not you have a second line or a telephone, you can always chat live with an agent if the Web site you're surfing supports it. I, for one, think chat is a great medium for communicating with my friends and relatives and I use AOL Instant Messenger for this purpose at times. Chat's inability to transfer the emotions of speech (even with emoticons) is the biggest downside of this technology as a viable solution for long-term Web and contact center integration.

The next way of integrating a Web suffer and your contact center is with a Web callback button. This makes sense when a customer surfing your site doesn't have a multimedia computer and can't use Internet telephony to communicate with your agents. Or, perhaps, the Web suffer has a multimedia computer, but he or she is using it in an office setting, and doesn't want the agent's voice broadcast through the speakers. Finally, many firewalls don't allow H.323 (the latest Internet telephony standard) calls to penetrate the corporate firewall and thus, Internet telephony is not an option. By the way, if you are looking for a firewall that is H.323 friendly, I understand Check Point FireWall-1 v4.0 ([www.checkpoint.com](http://www.checkpoint.com)) does allow H.323 calls to get through their firewall with minimal difficulty.

Finally, a Web suffer can click on an Internet call button that allows the suffer to connect to a live agent using Internet telephony. This, of course, is the best way for Web suffers to connect to your call

center for a variety of reasons, among them the facts that neither party has to pay for the call and it eliminates the chance for a callback by the contact center to result in a busy signal, no answer or who knows what other type of problem. In addition, the Web suffer may not have a free line to make/receive calls. At some point, we all need to become comfortable hanging telephones off our computers. Either manufacturers will bundle phones with computers (hopefully video cameras, too) or we will have to buy USB phones of our own when the price points become reasonable.

The adoption of all of the above technologies has been a bit slow to date, which is too bad because the more difficult we make it for our customers to do business with us on the Web, the more business our customers will do elsewhere. Of course, amidst Y2K upgrades, Windows 2000 upgrades and a million other issues to deal with we sometimes take for granted that a contact center that is not broken doesn't need fixing. The problem is that we are talking about Internet time here. In other words, what we would think should take five years to happen takes place while we are away on a two-week vacation! Am I exaggerating to make a point? Yes! But not by much. Look at the call center market's evolution. Contact centers, e-commerce, IP telephony, e-mail, multimedia, video call centers . . . where did all of this new stuff come from? Two years ago we barely thought about these issues in the call center. The Internet continues to dazzle us with its unlimited potential to bring us new business, as well as its potential to drown us in a never-ending sea of acronyms and technologies. Rest assured though, there is no escaping the new technology that is being unleashed on our contact centers. Our customers are getting younger and they are all Internet savvy. Do you have kids? Are they more comfortable with the Web than you are? Do you realize that generation Xers are a huge demographic group you'd better target quickly? We all need to stay current and implement the latest technologies into our contact centers before our competitors do.

Barnes & Noble used to be the first name that we all thought of when someone said bookstore. Christie's was the name that used to come to mind first when someone said auction. Merrill Lynch used to be the name that came to mind first when you said stock market. In the last two years, Amazon.com, eBay, and E\*TRADE have come out of nowhere and become category leaders in terms of mindshare. Sure, the former "brick and mortar" counterparts may all be longstanding and profitable businesses, but we know in marketing, mindshare is everything. Who would have thought the former "household-name" companies would have to play catch-up on a new electronic playing field?

Every day, I meet more people that have stopped doing business with companies that don't return e-mail promptly. Speaking of which, kudos go to Hertz Corporation. I left a car-charging adapter for my cell phone in a rental car on my last trip to Miami. Somehow I remembered that the Web address for this location was [Miami@hertz.com](mailto:Miami@hertz.com) (it was posted on a wall as I waited for the shuttle bus). Within eight hours of sending an e-mail about my lost phone cord, it was on its way to me. That is what I call awesome customer service! Does your contact center provide this level of service?

As you're exploring various ways of integrating the Web and your contact center, don't forget that in the July 1999 issue of this publication, we ran a roundup of over 70 companies providing such products. Please visit [www.tmcnet.com/articles/ccsmag/0799/0799humanize.htm](http://www.tmcnet.com/articles/ccsmag/0799/0799humanize.htm) to see this list.

Since this roundup, VocalTec ([www.vocaltec.com](http://www.vocaltec.com)) contacted me and informed me they have just completed a major installation of their Surf&Call Center in the commercial premier of Deutsche Telekom's ([www.dtag.de](http://www.dtag.de)) freecall Online, what they believe to be the most extensive Web-to-call center service in the world.

Deutsche Telekom sells this service to companies that would prefer not to deal themselves with the hardware issues inherent in such a Web/call center solution. This extends Deutsche Telekom's existing line of toll-free 800 services, enabling companies to receive 800 calls originating from both traditional telephones and the Web. Two businesses also announced that freecall Online's service is integrated into their e-commerce Web sites.

Of course, as you would imagine, the main customers for this service



are in Germany and I don't speak German. In fact, I have enough trouble just understanding all the new telecom acronyms at industry trade shows! But for what it's worth, this is one of the sites implementing Deutsche Telekom's new service, [www.ProSieben-Club.de](http://www.ProSieben-Club.de). Imagine learning about the latest call center technology and getting a taste of Europe at the same time. Indeed e-commerce knows no geographic bounds!

Whatever your specific needs (service or hardware) and regardless of where your call centers are located (U.S. or internationally), there is really no reason to not be seriously shopping for the next generation of contact-center-enabling technologies such as chat, Web callback and Web call buttons using Internet telephony. Your contact center can't afford to be caught napping in an age of Internet time and global e-commerce, or, like Rip van Winkle, you'll be rubbing your eyes in amazement at all the changes.

For information and subscriptions: call TMC(TM) at 203-852-6800; or fax to 203-853-2845 or 203-838-4070.

RELATED ARTICLE: Live Office of The Future and Enterprise CRM Debut At CTI(TM) EXPO

Last month I wrote about how The Live, Multimedia Blended Call Center was such a huge hit at the last CTI(TM) EXPO in Washington D.C.: it attracted more than 1,000 attendees in just two days. This live demonstration was so successful that we weren't sure we could top it at CTI(TM) EXPO Fall 1999 in Las Vegas, December 7-9. It was readily apparent that attendees at CTI(TM) EXPO were ecstatic to see products in action on the show floor. This was not the typical trade show demo with smoke and mirrors - CellIT and their many partners demonstrated a working call center that made and received thousands of calls in a two-day period over ATM and IP-based packet networks.

We knew we had to bring the Live, Multimedia Blended Call Center back to our next CTI(TM) EXPO in Las Vegas - we had so many requests and the Live Call Center drew so much attention at our last show that we'd be crazy not to repeat it. Besides, by now, you know we at TMC(TM) are never satisfied - and we always promise to provide you with the best trade shows anywhere. I myself have been purchasing products for years as a MIS director, and believe me, I know how difficult it is to select products that meet your needs - for both today and tomorrow. You can only learn so much by researching on the Web and contacting one company at a time amongst the myriad interruptions in a typical office setting. You can never adequately compare products unless you see them together under one roof within a window of a few days. That is why tradeshow like CTI(TM) EXPO are experiencing exponential growth. So we have been racking our brains for over two months, trying to come up with essential attractions that will top CTI(TM) EXPO in D.C. and make it easy for you to select products and technologies that will ensure the future success of your enterprise. CellIT and the engineers of TMC(TM) Labs (the people who bring you the objective and in-depth reviews found in all TMC(TM) publications) helped me come up with the following irresistible attractions that will help anyone concerned with the future success of their organization.

CTI(TM) EXPO, December 7-9 in Las Vegas, NV, will house more live demos than I've seen at any previous trade show, ever! We will showcase a Live Office Of The Future, demonstrating the latest productivity enhancing products such as unified messaging, fax servers, speech recognition, PC-PBXs, SOHO tools, Web and call center integration products and more. The engineers of TMC(TM) Labs are diligently assembling participants for this one-of-a-kind demo as you read this sidebar. This demonstration will provide you an in-depth look at the latest productivity boosting technology for the rest of us - the typical office worker.

But this wasn't enough for us. We love demonstrating how powerful today's technology is in real-world settings as this is the only way to really learn how the next generation of products will actually work for you. Productivity is skyrocketing in America and is driving our economy ever forward. CTI technology turbo charges productivity and we can't wait to demonstrate the latest products to you live, right on the trade show floor.

Besides the Live Office Of The Future and the Live, Multimedia

Blended Call Center, we decided another demo was needed to tie these two disparate areas of the show floor together. Every company exists to serve its customers and, therefore, nothing is more important than providing unmatched customer relationship management or CRM. To that end, we will also showcase a Live Enterprise CRM Demonstration at CTI(TM)EXPO. Another first, the goal of this demonstration is to show how customers in any organization should be handled by a company's CRM software. We will integrate all facets of CRM, such as field sales, customer support, e-business, marketing, front office, field service and more! CTI(TM) EXPO will provide the most complete working demonstration you can ever see under one roof and it will be extremely objective and educational - it has to be. The Live Office Of The Future and the Live CRM Demonstration will be orchestrated by the TMC(TM) Labs engineers, the people who objectively test the products you read about every month in all TMC(TM) publications: C@LL CENTER Solutions(TM), CTI(R) and INTERNET TELEPHONY(R). As always, you can get more information at our newly designed Web site ([www.ctiexpo.com](http://www.ctiexpo.com)) and by registering today on the Web, you will save \$25 off the cost of exhibit hall admission. I hope to see you there.

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Telecommunications  
DESCRIPTORS: World Wide Web--Usage; Telephone answering services--  
Management  
PRODUCT/INDUSTRY NAMES: 4811520 (Online Services); 7399510 (Telephone  
Answering Services)  
SIC CODES: 4822 Telegraph & other communications; 7389 Business  
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**NetCall Internet Call-Buttons Enhance**

E-Commerce Customer Service and Sales.

PR Newswire, 7431

August 9, 1999

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 437 LINE COUNT: 00037

TEXT:

GLOUCESTER, Mass., DENVER and ST. IVES, England, Aug. 6 /PRNewswire/  
-- There is a customer service "crisis" in e-commerce retailing, with over two-thirds of all shopping carts abandoned before check-out (Forrester Research, Cambridge, MA, 1999). The Industry Standard, a publication that covers the Internet industry, tested the top e-commerce sites and found the average wait for e-mail replies was a day and a half. By then, your customer is gone.

Customers need fast service during the sale, especially on the Internet. A powerful new e-commerce tool -- the free Internet telephone "call-back button" displayed on a web page -- is providing the critical link between web shoppers and sellers, and causing web sales to jump in markets from auto sales, to travel reservations, to health insurance.

Offered by NetCall Telecom Inc., world leaders in Internet Controlled Telephony (ICT), NetCall Internet call-buttons are the easiest for e-sellers to implement into to their web pages, requiring no special or proprietary hardware and software, only a few minutes set-up time and no knowledge of HTML or programming code. They are also among the lowest cost, and accessible to businesses of all sizes. NetCall's suggested retail cost is a one-time set up fee of \$249.00, plus \$8.00-\$10.00 per month per call-button, and the cost of calls, which are delivered directly to the e-vendor's offices anywhere in the world, not to call centers or clearing houses.

The real value of Internet call-buttons is in delivering buyers to sellers, at the instant a shopper is browsing a web page, ready to purchase or to ask a question. With a simple mouse-click on the NetCall call-button icon, and the entering of a phone number, e-mail address and preferred call-back time (now, five minutes, one hour, etc.), web shoppers anywhere in the world are instantly linked to the vendor of their choice, free, using ordinary telephones, over the public telephone network. The results are more web sales, better satisfied customers, and more valuable contact and traffic data on Internet customers for vendors.

E-marketers currently using NetCall Internet call-buttons with success are Metaclick ([www.metaclick.com](http://www.metaclick.com)) for on-line inn and hotel reservations, and industry leader World Wide Wheels ([www.worldwidewheels.com](http://www.worldwidewheels.com)) for on-line car sales. In the U.K., BUPA ([www.bupa.com](http://www.bupa.com)), the U.K.'s leading health care organization, has seen a dramatic increase in prospect closing rates on health insurance policy sales from NetCall-initiated inquires.

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COMPANY NAMES: NetCall Telecom Inc.

INDUSTRY CODES/NAMES: BUS Business, General; BUSN Any type of business

GEOGRAPHIC CODES/NAMES: 1USA United States

FILE SEGMENT: NW File 649

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DIALOG(R)File 20:World Reporter

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03038800

USA Global Link Brings Interactivity to Internet

Shopping; New Instant Call Button Voice-Enables Web Sites

BUSINESS WIRE

October 07, 1998

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 797

FAIRFIELD, Iowa--(BUSINESS WIRE)--Oct. 7, 1998-- Companies selling products or services over the Internet now have an additional, powerful tool to increase sales. Instant Call(SM) from USA Global Link creates a voice connection, over standard phone lines, between a Web-browsing customer and a company representative. This simple add-in button generates a personal interaction between the company and a prospect, helping to convert browsers into buyers. By bridging the gap between the information-curious Internet user and technologically-savvy businesspeople, Instant Call truly is the link missing from most e-commerce transactions. When an interested Web shopper encounters an Instant Call button on a Web site, they merely click on it, initiating a pop-up menu. This menu asks the user for the phone number of their choice, and a time for the call back, ranging from immediately to several hours. In this manner, the shopper controls the timing of the return call, instead of having to dial an 800 number and wait for a reply--and no special software is needed. It even allows people to defer the return call to a time when they are off-line and the phone is available, so they can continue browsing without immediate interruption. Companies will benefit from the easy to install Instant Call button, an icon provided by USA Global Link, which appears on their Web page. No additional hardware, software or extra phone lines are needed for a business to start using this new service. "Any business that can benefit from talking to customers will benefit from Instant Call," said Marc Freeman, Vice President of Sales and Marketing for USA Global Link. "Many customers aren't comfortable sending credit card numbers over the Internet, but they are used to doing it over a phone. This helps explain why industry experts estimate that although half of the Internet surfers shop on the Web, only 16% actually buy online." Especially important to businesses is Instant Call's detailed report for call-back requests, which provides a gold-mine of qualified customer lead information, as well as a status report on each request. This service dramatically increases the sales potential of any Web site. It easily connects a customer with the right person or department, providing critical information via a phone call just when the customer needs it, or when they are ready to buy. It recreates the friendly, pro-sales environment of a customer browsing through a catalog and ordering from a sales person. For more information on Instant Call, call 1-888-546-5327 or visit [www.instantcall.com](http://www.instantcall.com). About USA Global Link Through its worldwide network of approximately 4,750 sales representatives, USA Global Link, Inc., a privately -held company, has pioneered the provision of innovative telecommunications and Web-based e-commerce services to customers in more than 170 countries and territories. Since 1992, USA Global Link, Inc., has been one of the leaders in alternative, innovative global telecommunications strategies, including: international callback, deeply-discounted international long-distance, Global 800SM toll-free numbers, phone-to-phone Internet telephony and wholesale carrier's carrier least-cost routing Global RefileSM services. USA Global Link also offers full-featured corporate travel and prepaid calling card

programs. With its Global ITSPSM (Internet telephony service provider) program, an Internet telephony turn-key solution for ISPs and carriers, and new Instant Call(SM) button service, a Web-based e-commerce tool, the company has secured a leading position in the Internet/telephony integration services arena. First launched in March 1997, USA Global Link's Global InterNetwork(SM) is the world's first international, facilities-based communications network based on Internet Protocol (IP) technology. When this ubiquitous multi-billion dollar high-speed fiber-optic and wireless network is fully deployed, practically every major city in the world with a population in excess of 500,000, will host a Global MetroPoP(SM) switch, delivering cost-efficient data, voice, fax, video, and broadband multimedia services. The company has partnered with 3Com Corporation and Siemens Telecom Networks to meet the advanced technology demands of the Global InterNetwork deployment. USA Global Link, Inc., has been a prominent player in introducing increasing competition into the international telecommunications marketplace through its active membership in the International Telecommunication Union (ITU) in Geneva, Switzerland, and the U.S. Department of State's International Telecommunication Advisory Committee (ITAC). The company is a founding member of the Voice on the Net Coalition (VON Coalition), and the European Competitive Telecommunications Association (ECTA), in which it holds a board seat. USA Global Link, Inc. is headquartered in Fairfield, Iowa, with its network operations center (NOC) in Denver, Colo., USA. Global InterNetwork, Global Refile, Instant Call Button, Global MetroPoP, Global ITSP and Global 800 are registered service marks of USA Global Link, Inc. All other product or service marks mentioned herein are those of their respective owners. All rights reserved. CONTACT: EDITORIAL CONTACTS Michael Moore Product Manager USA Global Link 515/472-1550 mmoore@usagl.com or Dennis Collins Tech Image, Ltd. 847/705-0040 x227 dennis.collins@techimage.com or VISIT BOOTH No. S7165 COMDEX--Las Vegas 11:11 EDT OCTOBER 7, 1998

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